



*New*

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

# CONTRACT

<u>Contract / Revision</u> 500709 /		<u>Alt Order #</u> 06400902
<u>Product</u> JOE HECK 4 CNGRS 60S		
<u>Contract Dates</u> 11/01/12 - 11/06/12		<u>Estimate #</u> 3178
<u>Advertiser</u> Joe Heck For Congress		<u>Original Date / Revision</u> 10/31/12 / 10/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	11/02/12	11/02/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		1:00			NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	----1--	1			\$1,450.00				
N 2	KVVU	11/05/12	11/05/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		1:00			NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		11/05/12	11/11/12	1-----	1			\$1,450.00				
N 3	KVVU	11/01/12	11/01/12	Fox 5 News at 5	5-530p		1:00			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	---1---	1			\$2,800.00				
N 4	KVVU	11/01/12	11/01/12	Fox 5 News M-F 10p-11p	10p-11p		1:00			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	---1---	1			\$8,500.00				
N 5	KVVU	11/01/12	11/02/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		1:00			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	---TF--	1			\$2,500.00				
N 6	KVVU	11/01/12	11/02/12	Katie Couric	2-3p		1:00			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	---TF--	1			\$1,300.00				
<b>Totals</b>											<b>6</b>	<b>\$18,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	6	\$18,000.00	\$15,300.00
<b>Totals</b>	<b>6</b>	<b>\$18,000.00</b>	<b>\$15,300.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6400902  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 610-225-1191  
CREDIT RISK !!  
HARRIS REPORT FROM REP

OCT31/12 10.26  
\*\*\* KVVU-TV \*\*\*

ADV # ADV. NAME POLI/J HECK /R/CON/NV  
AGY # AGY. NAME STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

REP.# OFF.# 762 SALESMAN #

BUYER NAME WHITNEY EVERSOLE

SALES PRSN PH- TERESA DIFURIA

ORDER # 500709 CONTRACT # 6400902

CLASS: NATL. LOCAL REGIONAL

PRDCT JOE HECK 4 CNGRS 60S EST#3178 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV1/12 NOV6/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT31/12 10.26

REP: TO ROSE  
FR NIKKI  
NEW HECK : 60S ORDER  
TOTAL \$18,000  
PLS CNF THANKS  
NIKKI

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
JOE HECK FOR CONGRESS.. 10 MIN SEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	60		\$1,450.00	11/2	11/2	1		FRI	1
PROGRAM : NEWS												
2			600A-700A	60		\$1,450.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
3			500P-530P	60		\$2,800.00	11/1	11/1	1		THU	1
PROGRAM : NEWS												

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 3178

REP HEADLINE# 6400902  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT31/12 10.26  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			1000P-1100P	60		\$8,500.00	11/1	11/1	1		THU	1
PROGRAM : NEWS												
5			530P-600P	60		\$2,500.00	11/1	11/2	1		TH-F	1
PROGRAM : NEWS												
6			200P-300P	60		\$1,300.00	11/1	11/2	1		TH-F	1
PROGRAM : KATIE COURIC												
NOV/12			18000.00									
CONTRACT TOTAL												18000.00
TOTAL SPOTS												6

MARKET TOTALS \$138,461 KVVU 13% KSNV 39% KLAS 25% KTNV 20% KVMY 2% KVCW 1% CABL 0%  
 KTUD 0%  
 SHARE DOWN B/C OF HIGH RATES NEEDED TO CLEAR. SHARE EST.  
 SVC- NSI  
 DEMOS- RA50+\*